a sixth code segment operative to select within said image frame an image sub-area of a predefined size and shape;

a seventh code segment operative to identify a partition in said sequence of partitions in which said image sub-area is covered by any of said regions to the extent of a predefined coverage measure; and

a eighth code segment operative to calculate a region contrast significance value of said image sub-area as a value which is proportional to the position of said identified partition in said sequence of partitions.

33. A computer program according to claim 31 and further comprising:

a ninth code segment operative to designate said image sub-area for enhanced encoding by said video encoder where said significance value meets a predefined criterion.